



# [WERRIBEE FOOTBALL CLUB SPONSORSHIP GUIDE 2021]



**WERRIBEE  
FOOTBALL CLUB**



## **The Werribee FC was founded in 1965, to be the football club for the people of Werribee.**

After securing the services of AFL Premiership Coach Mark 'Choco Williams', and the return of favourite son Michael Barlow, the 2019 season was a season of successes, including:

- A fifth place finish and a semi final appearance
- Tom Gribble winning the JJ Liston Medal for being adjudged Best and Fairest player in the VFL
- Five players selected in the 2019 VFL Team of the Year
- Jake Riccardi being drafted to the AFL after winning the award for the best young talent in the VFL

Similarly, Avalon Airport Oval held host to a myriad of events throughout 2019, including

- Western Region local league finals and interleague
- Our first ever JLT Community Series and AFLW matches
- NAB League Under 18s Boys and Under 18s Girls matches
- Three televised matches on Channel 7 – with a **total viewership of over 230,000**

This exposed Werribee Football Club to audiences from **all major football leagues** in Victoria, as well as **over 25 western region football clubs**.

## **“The Werribee Football Club is a destination point for a myriad of people”**

The Werribee Football Club prides itself on its relationships with the council, the business community and many varied community groups in the City of Wyndham.

It is one of the fastest growing cities in Australia, with a diverse mix of people from many different backgrounds. The Werribee Football Club embraces the opportunity to interact with the people of Wyndham, whether it is as a spectator enjoying a match-day kick on the ground, an Auskicker playing in a half-time game, a community group getting its first touch of a Sherrin or someone enjoying the hospitality of our pre-game function.

Our commitment includes a Community Development Manager and Diversity Officer who develops and runs a raft of programs presented free to schools, local sports clubs and organisations. Participation and healthy lifestyle choices are a focus, as many involved have no knowledge or history with Australian Rules football. We are the benchmark for community program innovation, delivery and engagement in the VFL.



The Werribee Football Club is a destination point for a myriad of people and a valuable partner and resource for your business. We are committed to maximising mutually beneficial opportunities and delivering outcomes that mean something to you and to us.

We have a range of affordable, exciting and adaptable partnership proposals involving a wide variety of traditional and new methods of gaining the greatest exposure for your brand, product and services.





## All companies which enter into a partnership with the Werribee Football Club receive:

- ✓ Exposure on Channel 7 for televised games on Saturday afternoons, played at Werribee FC.
- ✓ Sharing of your relevant promotions to our database through our weekly E-News EDM.
- ✓ Listing and link on the Werribee Football Club website.
- ✓ Recognition through club printed material; including publications, newsletters, annual reports.
- ✓ Werribee Football Club Memberships.
- ✓ Memberships via the club's social venue The Tigers Clubhouse.
- ✓ Promotion via Werribee Football Club sponsor pull up.
- ✓ Promotion via Werribee Football Club home game luncheons.
- ✓ Allocated car parking @ WFC Match Day luncheons and Club events.
- ✓ Reduced function room pricing.
- ✓ Invites to WFC events.
- ✓ Access to WFC facilities.
- ✓ Opportunities to network with other Werribee FC sponsors and businesses.



## **GOLD SPONSOR: \$15,000 PRE-GST**

- ✓ Perimeter fence sign (7.2m x 1m) in agreed location at Avalon Airport Oval
- ✓ Additional elevated sign (4m x 2.85m – as image below)
- ✓ Home-game season entry for company staff (maximum of 25)
- ✓ 10 x memberships to Tigers Clubhouse social venue
- ✓ 4 x passes to all President's Luncheons
- ✓ 4 x passes to all major club functions (season launch, auction, and presentation night)
- ✓ 100 x footballs featuring company logo and colours
- ✓ 2 x promotional Facebook posts
- ✓ Logo on club letterhead, email signatures, and business cards
- ✓ Half-page advert in 2018 Season Guide (50 copies supplied)
- ✓ Home-game dedication (includes table for 10 at President's Luncheon, acknowledgment in president's address, and on-ground promotional opportunities)



## — PRINCIPAL SPONSOR: \$10,000 PRE-GST —

- ✓ Perimeter fence sign (7.2m x 1m) in TV arc at Avalon Airport Oval
- ✓ Home-game season entry for company staff (maximum of 10)
- ✓ 4 x memberships to Tigers Clubhouse social venue
- ✓ 4 x complimentary passes to all president's luncheons
- ✓ 2 x complimentary passes to all major club functions (season launch, auction, and presentation night)
- ✓ 50 x footballs featuring company logo and colours
- ✓ Two promotional Facebook posts
- ✓ Logo on club letterhead
- ✓ Home-game dedication (includes table for 10 at president's luncheon, acknowledgment in president's address, and on-ground promotional opportunities)







## — CORPORATE SPONSOR: \$7,500 PRE-GST —

- ✓ Perimeter fence sign (7.2m x 1m) in TV arc at Avalon Airport Oval
- ✓ 4 x home-game season entry passes
- ✓ 4 x memberships to Tigers Clubhouse social venue
- ✓ 4 x complimentary passes to all president's luncheons
- ✓ 2 x complimentary passes to all major club functions (season launch, auction, and presentation night)
- ✓ Promotional Facebook post



## — EXECUTIVE SPONSOR: \$5,000 PRE-GST —

- ✓ Perimeter fence sign (4.8m x 1m) in TV arc at Avalon Airport Oval
- ✓ 4 x home-game season entry passes
- ✓ 4 x memberships to Tigers Clubhouse social venue
- ✓ 2 x complimentary passes to all president's luncheons
- ✓ 2 x complimentary passes to all major club functions (season launch, auction, and presentation night)
- ✓ Promotional Facebook post

## BLACK AND GOLD SPONSOR: \$3,000 PRE-GST

- ✓ Perimeter fence sign (3.6m x 1m) at Avalon Airport Oval
- ✓ 2 x home-game season entry passes
- ✓ 2 x memberships to Tigers Clubhouse social venue
- ✓ 10 x complimentary passes to president's luncheons (bookings subject to availability)
- ✓ 2 x complimentary passes to all major club functions (season launch, auction, and presentation night)
- ✓ Promotional Facebook post





## In addition to our standard partnership packages we have other promotional opportunities available such as:

<b>\$10k Investment</b>	—	Mark Williams – Senior Coach Sponsor
	—	Electronic Newsletter Sponsor
<b>\$7.5k Investment</b>	—	Multicultural Partner
	—	Newspaper Page
	—	Goal Netting Sponsor (Pictured below)
<b>\$5k Investment</b>	—	Media Box Signage
	—	Electronic Scoreboard Sponsor
	—	Home Goals on Electronic Scoreboard
	—	Facebook Sponsor
	—	Twitter Sponsor
<b>\$3k Investment</b>	—	Around the Grounds Sponsor
	—	Post Game Coaches Report Sponsor
	—	Podcast Sponsor
	—	Medical Report Sponsor
	—	Kidszone Sponsor
<b>\$650 Investment</b>	—	Player Sponsorship



**The Club hosts a number of high profile and well attended events each year**

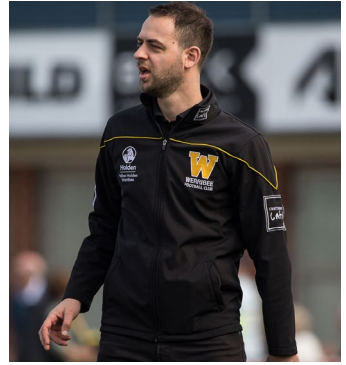
## **Events include:**

- ✓ Season Launch/Jumper Presentation
- ✓ Auction Night
- ✓ Presentation night
- ✓ Night Sportsman's/Guest Speaker Functions
- ✓ Business Networking Events
- ✓ Golf Day
- ✓ Past Players Day



## Apparel opportunities include:

- ✓ Playing shorts - front and back
- ✓ Club polo - sleeve, front and back
- ✓ Club Jacket - front and back
- ✓ Player Warm up tops - front and back







To discuss any of these packages or for enquires about the use of our function room please contact our Chief Executive Officer, Mark Penaluna on 0409 252 660

Avalon Airport Oval, Chirnside Park  
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